



# Tri-Annual Business Journal

DECA and BPA

MARCH 2010

## State Career Development Conference

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Between BPA and DECA, over 1700 students attended this year's joint Career Development Leadership Conference. CDLC was a huge hit with the students. The opening ceremony rivaled that of the international conferences. It was all lights, camera, action as students helped "Lead the Stampede."

DECA and BPA students invaded the Centre on the Grove and Boise State University to take part in their events. Students were studying vigorously to prepare for their written events and role plays.

During the business sessions, everyone was able to hear from the officer candidates to learn more about them and what they had to offer. All of the candi-

dates did a great job and we heard some very interesting answers to the questions that the past officers proposed.



**The joint ceremonies took place at the Boise Centre on the Grove.**

After everyone completed their competitive events, both DECA and BPA wore their conference t-shirts to the special activity. Different from in the past, this year's activity was the Idaho Stampede basketball game. It was the

Stampede versus the Los Angeles D-Fenders. It was a high scoring affair that came down to the wire. The Stampede tied things up and took the game into overtime, but the D-Fenders came away with the win.

The conference wrapped up with the closing ceremony on Saturday morning. Individuals crossed their fingers as the national qualifiers were announced. Good luck to all the finalists attending DECA's International Career Development Conference in Louisville, Kentucky and BPA's National Leadership Conference in Anaheim, California.

With the rap of the gavel by the new presidents, CDLC came to an end. Way to "Lead the Stampede!"

## Revolution of Dance!

After the opening ceremony at the 2010 State Career Development Conference, people couldn't stop talking about the keynote speaker, Eddie Slowikowski.

Mr. Slowikowski's words came from experience and his

stories touched the hearts of students. The whole crowd got involved when Eddie asked everyone if they could sing, draw, or dance. Many were hesitant to stand up and didn't realize that he hadn't said that they had to be good.

That is when Eddie showed us one of his passions, dancing. The revolution of dance had everyone clapping their hands and cheering. Eddie's stories were uplifting and his words were truly inspiring to all.

# One Day of Service

By: Jessica Clemmons



Many clubs, such as Key Club, Kiwanis International, Building Club, and Circle K, are gathering together on April 10<sup>th</sup>, 2010 to have a nationwide Day of Service. All the members are volunteering and creating programs to help better the community, and to potentially get more of the community involved. For Business Professionals of America members this is a great opportunity to build

your Torch Award Program. This will be a way to join with clubs, and your community to make a difference, and to help your chapter achieve many of the Special Recognition Awards, on this particular day, through volunteer work with these various clubs. Some ways that you could volunteer would be:

- Volunteer to pick up trash with your local city

- Volunteer at a local shelter
- Volunteer services for an elderly person

Any small or large contribution of volunteer work with these clubs could make a huge difference in your community, and could be a way to help benefit your chapter, and the person that you are helping. I encourage everyone to get out there and have a Day of Service.

## Proper Dress Equal Success

Congratulations to all the students who qualified or are attending the International Career Development Conferences for DECA and BPA! You might be wondering what the appropriate attire is for these conferences.

Official business attire is required for your event and sessions. For guys, this in-

volves the official DECA/BPA suit jacket or a regular suit, dress pants, dress shoes, dress shirt, and a tie. For the ladies, wear your official DECA/BPA suit jacket, a dress, nice skirt and top, or a pantsuit, closed toe shoes, and limited jewelry.

There will be times when business casual is appropri-

ate. Guys can wear slacks or khakis with a shirt, preferably a button up or polo. For the ladies, slacks, khakis, or a skirt with an appropriate blouse or sweater are acceptable. Remember, no t-shirts or tennis shoes should be worn.

Casual clothes include jeans, appropriate shorts, tennis shoes, and appropriate tops. Remember, no short shorts or spaghetti straps.

*Congratulations to  
all national  
qualifiers and good  
luck at Louisville  
and Anaheim!*

## Increasing Membership

By: Emily Vester

To be truly involved in BPA, you need to really try and get other members involved. When I first joined BPA, I was very skeptical about joining because the people who told me to join didn't explain things very well. I think that by explaining to people what it is and what our organization is all about, you can really get a lot of people interested. You need to really inform people of all the good things that come from being in BPA, and let them know how much fun it is.

Another way is to just simply advertise. Make posters, and let them know that anyone interested is welcome to come to a meeting. Tell people about how great it looks on college applications that you were in a business club. I live in a very small town and it's always been a struggle to get very many members to join. This year, however, I really wanted to make it a goal of mine to get out and encourage people to join. We don't have many members, but we definitely have more than we have had in the past because we went out there and talked to people about BPA and about the benefits of joining. Also, being a member of being in BPA is fun, but also holding an officer position is great. You get to help run the meetings and really represent BPA. So, encourage members to run for a position and get involved in their chapter as much as they can.

# DECA: A Year in Review



Another year has come and gone at Payette High School and we are preparing for the 2010 International Career Development Conference in Louisville, Kentucky.

We have had an exciting year.

Fourteen members traveled, by bus, with Twin Falls and Mountain View to Anaheim for ICDC 2009. Kelly Higby placed fourth in Sports and Entertainment Marketing. We participated in the PHS Club Fair and recruited many new members. In December, six of our senior members attended the DECA New York Experience. We heard from George Ross, attended the Madame Alexander team building workshop, and went on several educational tours.

Our school-based businesses have made our travel possible and we continue to look for ways to expand our operations. This spring we purchased a sublimation printer and are starting to experiment with new items to sell at sporting events.

I so enjoy working with my energetic and outgoing students. They make my job fun and every day an adventure.

Marci Holcomb  
Payette High School DECA  
Advisor

***Interested in  
becoming a  
state officer?  
Talk to your  
advisor and  
look for next  
year's  
application!***

## An Inside Look at Being a State Officer

This past year has been a great experience while serving as your Central District Vice President. I have learned a lot about being a leader and setting a positive example for others. Mrs. Neal, Mr. Long, and Mr. Higby have been great inspirations throughout the whole year and have made our meetings fun while still productive. We have worked hard to accomplish our

team goals as well as our individual goals. I feel like Chris, Austin, and myself have all greatly benefited by being a part of your DECA officer team. It's been great working with both of them as well as the BPA officers. I have made some great friends that I know I will carry with me after the DECA year draws to a close. I wish nothing but the best of luck to all who

are competing at state and congratulations to those going on to nationals. I hope that your new state officers have as much fun and make as much fun as I did. Thanks to everyone for a great year!

Lauren Manser  
Central District Vice President

## Interested in Becoming a Business Educator?

By: Chris Schrette

High school business classes are in high demand, and school districts are always looking for new business education teachers. The job combines a love for business with the desire to teach, and requires a competitive and charismatic personality. Many students involved in DECA or BPA plan to pursue degrees in business or marketing. A degree in business education is a specialized business degree that places you directly into a teaching field right after college. A business educator with a specialized degree often has the opportunity for increased compensation over other general education teachers. Being a business educator is also a great way to get experience in the workplace, and, normally, business teachers are well prepared if their career leads them away from teaching out into the business world.

Being an advisor to a local DECA or BPA, is another thing that sets apart a business educator from a normal teacher. Coaching one of these programs is a competitive and rewarding experience, which often includes travel and contract incentives.

Business education is a unique and rewarding career and one that will undoubtedly continue growing into the future.

## Member Profile: Evan Paris

By: Austin Blank

Q: Have you enjoyed being enrolled in an Idaho DECA Chapter over the last two years?

A: Yes, I decided that I was going to enroll in DECA when I discovered that my mother was in DECA in high school as well. I aspire to be a successful business person just like her.

Q: Are you planning on going to state conference and why?

A: Yes, I'm planning on going to the state conference, because I would really like to visit Louisville at ICDC.

Q: How has DECA influenced your future career and college choices?

A: By helping me become a more professional businessman and adding my musical background into a business career. I hope to attend college as well.

Q: What do you plan to do if you win at our DECA State Conference?

A: I'm going to perfect my presentation and paper as well so I can go far at ICDC.

Q: What event(s) are you planning on competing in at DECA State Conference?

A: I am participating in Individual Franchising Opportunities.

Q: What is your project based on?

A: I plan on starting a music production company that is based in the Seattle area.

## Northern Update

By: Austin Blank

Over the last month or so the Northern Idaho DECA chapters have been very active. There have been a few blood drives that local chapters have participated in and they have had great success in that area. Lake City and Coeur d'Alene chapters both participated in the blood drive event to benefit the area blood donation centers. Students worked alongside the INBC employees to bring in a large amount of donated blood. DECA chapters also teamed up with local restaurants and businesses to provide perks and benefits for the donors. These events have been a success this year, and in years before this as well. Local chapters have also been presenting their projects to classmates in order to improve their presentations and projects.

## Beware of the Effects of Social Networking

By: Marshall Greer

Social networking websites have been emerging heavily in the past few years. The three most popular sites are Facebook, LinkedIn, and MySpace. Many people have become members of these sites to keep in touch with friends, family and co-workers. People chat, send messages and share pictures at a click of a button. But are they aware at what the consequences may be?

According to the latest survey by CareerBuilder, the number of employers using social networking sites to screen candidates has more than doubled in the last year. A year ago about twenty-two percent of hiring managers used social networking sites to review the candidates. Currently, forty-five percent

of hiring managers are using such sites to screen candidates. Of those who have screened social



networking sites, as many as thirty-five percent found content that caused them not to hire the candidate. Content to look out for includes provocative/ inappropriate

photographs, content about drinking or drugs, bad mouthing previous employers, poor communication skills, and misrepresentation of qualifications. Fourteen percent of managers have disregarded a candidate for sending a message using an emoticon, and sixteen percent did the same for using text language in an email or job application.

On the other hand, twenty percent of hiring managers have found content that convinced them to hire a certain candidate. If you are one of the thousands of people that enjoy Facebook, keep in mind what you are putting out there about yourself. Try to show creativity, professionalism, and good people skills. Reputation is everything.



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